

## ABSTRACT

2 The disclosed methods and apparatus relate generally to the  
3 electronics media industry, such as cable television (CATV), home  
4 shopping services, on-line computer services and computer memory  
5 applications. These methods and apparatus allow a user to access  
6 and make use of electronic media input and output devices by  
7 reference to and/or utilization of standard printed matter, such  
8 as magazines, textbooks, or any other printed matter that can be  
9 correlated to electronic media.